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**"I've come to believe that each of us has a personal calling that's as unique as a fingerprint — and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you."**

**— Oprah Winfrey**

# Free Speech

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## Check Out "The Glass Hammer"

Until I became an alternate member for the Department of Labor & Industry, and now sitting as ICCW's Vice Chair, I never really took much notice to women's issues. As many women may think and feel as I did, "if it does not pertain to my daily existence, I do not have the time to explore this issue any further than this initial thought or awareness". I certainly can admit that in my early and mid-adult years that I was not necessarily involved in an organization that was committed to making positive changes for women or bringing forth an awareness that there were problems in the workplace and society that dealt with women's issues. In my quest to bring infor-

mative information to *Free Speech*, I recently came across a web site that can certainly empower any woman that wants to "break through that glass ceiling", which embodies our Excellence in Leadership Awards that ICCW hosts every year. This web site is called "The Glass Hammer". There are articles abound on the web site that will hold your attention. Many articles have links to view reports, other stories, articles, & corporate publications. You will find this web site at [www.theglasshammer.com](http://www.theglasshammer.com).

I have found in my reading that women are leaving the workforce mid career in record numbers because employers may not be willing to change the infra-

structure to accommodate a woman's schedule to work around the additions of children into a family as one example. It is like a leaking pipeline — the employer loses a great deal of water. This costs an employer an enormous amount of money on wasted resources, loss of productivity, and loss of nurturing the physical infrastructure of the company. Fixing some leaks may take longer than others. It is valuable information such as this that *The Glass Hammer* provides to women. It certainly is worth a cursory review to see if it is of interest to you.



## The Board

On June 19, 2008, ICCW held it's last meeting for this 2007 — 2008 year. ICCW will reconvene in September for a new season. On that date, the membership also voted to retain the current officers: Monica Abbott, Chair (DOA); Barbara Bessey, Vice Chair (DLI); Lindra Davies, Historian (AGR); Erin Ricci, Secretary (DNRC); and Melody Scoble, Treasurer (SOS).

However, during the months of July and August, Erin Ricci will be chairing a special subcommit-

tee that will be addressing the state daycare as we look forward into another legislative year. There are issues that need to be addressed and DOA needs assistance with possible answers and direction to keep the state daycare in Helena running smoothly. Anyone interested in participating on this special summer subcommittee, please contact Erin at 444-6731 or [ericci@mt.gov](mailto:ericci@mt.gov).

In August, Monica will be seeking appointments for members from each agency. This can

sometimes be a daunting task. Some women either "love it" or "hate it" to be asked to volunteer. Some women would love to, but, their jobs are too demanding to make the time commitment or they have made transfers from one agency to another. If you have a special gift and would like to serve your fellow employees, please contact Monica at 444-2587 or [mabbott@mt.gov](mailto:mabbott@mt.gov).

See you in September, 2008 for a successful new year of service.

## Celebrating Women

**C**elebrating Women this month isn't about a state employee. It is about the newly released documentary film about female leadership — “What’s Your Point, Honey?” by filmmakers Amy Sewell (*Mad Hot Ballroom*) and Susan Toffler. “The film idea was sparked for Sewell one day when she told her daughters she wanted to ride a Harley. One daughter replied, ‘But mom, girls can’t ride motorcycles.’ When probed, she went on to say she had never seen a girl on a motorcycle. ‘So we wondered, what else don’t they think is possible because they don’t see it?’ Toffler said of their daughters’ generation.” (Colasurdo article). Sewell and Toffler then learned about Project 2024.

Six years ago, CosmoGirl! launched

Project 2024, an internship program, with the support of The White House Project. The project is an initiative to get more young women involved in politics so that one day just as many women run for office as men for the highest office in the country. The film puts a new face on political leadership by introducing seven contenders coming down the pipeline while revealing inequalities that still exist today. If you go online to [www.whatsyourpointhoney.com](http://www.whatsyourpointhoney.com) you can vote for your favorite 2024 candidate that will be chosen this year. It is hopeful that one woman from each contest year will be living her dream of being in politics and making a difference for all women.

The interviews of each of the young women for the film came before Hillary Clinton announced she was running as a Democratic Candidate for the Presidency.

This film also debuted in April prior to the blockbuster film release of “Sex & the City”. Carrie Bradshaw has been known to say, “I can’t help but wonder, where are all the [wo]men?” Who will come after Mrs. Clinton? Who will stand on platforms along side of male counterparts? “Can women have it all . . . and be President too?”

Sources: Hitting the Refresh Button on ‘Feminism’, Nancy Colasurdo; Sex & the City, What’s Your Point, Honey?, Ashley Van Buren; Urban Musings, Sex & The City, What’s Your Point, Honey?.

*“A lot of young women don’t know they’re not equal,” Sewell said. “But like Ruth [Rosen] said in the film, it’s not up to older women to tell younger women what they need. We wanted to start a conversation.”*

## My Job Title Doesn’t Accurately Reflect My Responsibilities

**T**his question came up at a recent coaching session with a new client: My last job has a title that sounds much more administrative than the actual job. How do I accurately list the title on my resume without pigeonholing myself into administrative jobs with a similar title?

There are few jobseekers who can get a job on the strength of their resume alone. Someone who is working at a brand name company and wants to transition to a competitor in the same function is an example of a jobseeker that can probably get hits from her resume alone.

However, if you have any gaps in your resume, if you are moving industries, if you are changing functions, if you have been out of the workforce for any amount of time, or if anything about your background requires clarification, you cannot rely on your resume speaking for itself. You need to focus your energy on getting face time

with the decision maker so that you are doing the selling (not your resume).

That being said, you can use the descriptive bullets under your job title to make your responsibilities and duties clearer, and play up the non-administrative aspects of your job, particularly the areas in which you were tasked with responsibility for the bottom line or played a leadership role on a project. Highlight managerial skills and aspects of your work that may not be apparent from your job title alone. Similarly in the case of the jobseeker who has a title that doesn’t reflect what she did, she has to have the chance to explain what she did in more detail. She has to use the correct title because this is something that may be checked during the reference stage. But she is not relegated to just what that title implies. Through targeted networking and conducting smart informational interviews, she can tell people directly and compel-

lingly what she accomplished in the role. If she does this successfully, a resume review will be an afterthought and the title used will not carry as much weight.

She needs to be prepared to answer why the job carries that title and why she accepted the job that way. A thorough recruiter will challenge a candidate if the job title implies something very different to what the candidate says she did. But if the candidate can demonstrate that she indeed played the broader/more senior/more bottom-line oriented role than the title implies, then she can get the credit for what she did regardless of title. But she has to get the opportunity to tell her story and not rely on her resume for this. Yet another reason why the best jobseekers are proactive and do not cede control of their search to passive resume drops or responding to ads.

Source: by Caroline Ceniza-Levine of SixFigureStart, [www.theglasshammer.com/news](http://www.theglasshammer.com/news)



*“She needs to be prepared to answer why the job carries that title and why she accepted the job that way.”*

**“Cherish your visions and your dreams as they are the children of your soul; the blue prints of your ultimate accomplishments.”**

— Napoleon Hill



*Aquila*

## 2007—2008 Accomplishments

ICCW had a productive year. Subcommittees were quickly formed in September. ICCW conducted a food drive from its members for Food Shares in November, as well as, held a Brown Bag Lunch presentation, “Simplify the Holidays” in December for the holiday season. An ICCW team was assembled for the Big Brother Big Sisters’ Bowl-a-thon in January. ICCW was contacted by the Public Law Section of the Montana State Bar to co-sponsor an Attorney General Candidate Forum. ICCW members then entered its busiest portion of

the season coordinating with the Department of Labor and Industry for Take Your Daughters & Sons to Work, the 2008 Candidate Meet & Greet, Race for the Cure — coordination of state teams & “Wear Pink” days, and the 10th Annual Excellence in Leadership Awards Ceremony. A Brown Bag Lunch presentation “Financial Wellness” rounded out the year. ICCW held its final meeting in the Rotunda in June and invited the women of appointed positions for a year-end photograph.

The subcommittee, ICCW Across the State has prepared a women’s survey, identical to the 1977 survey, but, it has not been released to the women of Montana. They are also still looking to expand training resources by offering online options to all state employees.

Free Speech has brought useful information to state employees. Also, ICCW’s web site received an “eye catching” makeover and provided more information about ICCW.

## The Essence of Leadership

by Mac Anderson

Here are a few of the anecdotal phrases and quotes for some of the titles of the chapters in his book:

**Heartpower:** “If you throw your heart over the fence, the rest will follow.”

**Service:** “The heart that gives, gathers.” — Hannah Moore.

**Integrity:** “Integrity does not blow in the wind or change with the tide. It is the inner image of our true selves.”

**Risk — Take Action:** “You cannot discover new oceans unless you have the courage to lose sight of

the shore.”

**Discovery:** “Leaders are like eagles, they don’t flock, you find them one at a time.” — Henry David Thoreau.

**Goals:** “Dream big dreams, but never forget that realistic short-term goals are the keys to your success.” — Mac Anderson.

**Vision:** “We are the music makers, we are the dreamers of dreams . . . we are the movers and shakers of the world for ever, it seems.” — Arthur O’Shaughnessy.

**Values:** “Things that matter most must never be at the mercy of things that matter least.” — Goethe.

**Success:** “Try not to become a person of success, but rather try to become a person of value.” — Albert Einstein.

**Integrity:** “Wisdom is knowing the right path to take. Integrity is taking it.”

**Passion:** To love what you do and feel that it matters . . . how could anything be more fun?” — Katherine Graham.

## Training Resources

**R**eminder: that even though ICCW isn’t conducting business in July & August, the training library will still lend training resources.

**The Power of Persuasion** — Do you sometimes feel as if you are speaking and no one is listening? As if you couldn’t convince someone to do what you would like? Then you need to develop and hone your persuasive commu-

nication skills. Learn the 12 most powerful words in the English language and the 9 worst; Discover negotiation strategies that will get you what you want; Unleash the power of persuasive questioning — and learn which questioning tactics to avoid; Identify and employ the 8 Laws of Persuasion; Develop techniques and strategies that every successful presenter should master; Es-

tablish credibility using 9 powerful tips; Utilize the Socratic Method to get others to say “yes” to what you are asking; Learn to use the D.E.S.I.R.E. system to set and achieve goals; and Break six negative listening habits that work against you.

**For a complete list of training resources and check out instructions please visit our web site.**



<http://www.mdt.mt.gov/iccw/resources.shtml>

## ICCW

INTERAGENCY COMMITTEE FOR CHANGE BY WOMEN

ICCW  
PO Box 200801  
Helena, MT  
59602-0801  
Phone: 406-444-2587  
Fax: 406-444-2701  
E-mail: [iccw@mt.gov](mailto:iccw@mt.gov)

Creating positive change for all state employees by promoting the full participation of women in state government.



**Tentative Schedule for 2008-2009**  
(subject to change & meeting location TBA)  
1:30 PM to 3:00 PM

September 18, 2008 (2 hour orientation)

October 16, 2008

November 13, 2008

December 18, 2008

January 22, 2009

February 19, 2009

March 19, 2009

April 16, 2009

May 21, 2009

June 18, 2009

General Meetings will occur for the first 30 minutes of business. Subcommittee meetings will occur for the remaining 1 hour. Please make plans to attend the 1 1/2 hour session.

## Retaining Women in the Workplace

Send stories or leads to  
[bbessey@mt.gov](mailto:bbessey@mt.gov)

**I**n order to successfully retain and attract female employees, employers have to be successful "marketers" to women. Companies are trying to sell to their female employees the concept that they really want to work for the organization. So how can they do that? Why not try applying some of the principles associated with marketing to women generally?

Women are generally brand loyalists. A product or service must address their complex, multiple lives as home managers, home-workers, caretakers of elderly parents or children, and professionals. The perception needs to be that she needs to believe that her employer meets all her needs and that it is unique in the market place.

**Connecting female customers to each other connects them to a brand** — Women appreciate a com-

munity where they can talk to each other. If a brand is marketed in such a way that it connects women to each other as a community, a group, sisters, mothers and daughters, or friends, they will embrace that brand in their everyday lives.

**Connecting — it's natural for women** — Women are often good at looking for the threads that weave us together. Women cross-pollinate.

To anyone in the business of marketing to women — and as organizations facing skill shortages and the dilemma of retaining their female employees, a company must rethink what women want from brands. A brand must be differentiated not in a way that brings the components together, but in the way it brings women together.

Many factors need to be taken into account in applying this approach to

an organization:

- » What the female staff want
- » Geography
- » Technology
- » Budgets
- » Culture

A general feeling amongst female staff of the lack of connectivity in the workplace is not a good omen if an employer is serious about wanting to attract and retain women.

So, embark in some creative thinking and start implementing marketing strategies to help retain & recruit women in the workplace.

Source: [www.theglasshammer.com](http://www.theglasshammer.com), Retaining Women in the Workplace, contributed by Maureen Frank